SUPERIOR FASHION SERVICE

fashion service, produced by pecial arrangement with the McCall organization, publishers of McCail's Magazine and manufacturers of the New McCall Pattern.

This exclusive service will be conducted by Francis Hutter, director fashion publication and pattern production ter the McCall Company. Hutter has spent many weeks in perfeeting a special organization to produce the service.

This organization consists of fash ion experts, writers and artists, in New York and Paris. It not only will be first with American fashions, but first with Paris creations designs, as the result of a spedal cable service.

Hutter was a banker before he entered into the field of fashions; hence he can be relied upon to consider the economic phases of dress.

About 20 years ago Hutter became connected with the Ullstein organizaof Berlin, then controlling 16 leading dailles and periodicals. He was first placed in charge of an illustrated weekly, and in a short time had developed it to the point where it enjoyed the largest circulation of any weekly in the country.

Hutter next took charge of a group woman's magazines which the Ullstein Company purchased. It was then that he made his first direct con- a year studying the people and their have not had. tact with the practical problems of clothes and then joined the McCall The first of the fashion series foldress patterns.

CLEVER MISS 1922 EVOLVES



Francis Hutter.

In 1914 Hutter came to America, traveled about the United States for few for something which the many organization.

NEW TYPE OF "FASCINATOR"

Her Mother Draped Her Head to Look Alluring:

Modern Girl Drapes Her Arms

Hutter is genuinely enthusiastic in regard to rivie, and believes that woman's demand for style is no mere petty vanity, but a natural and justifiable pleasure in costume as a form of expression.

He makes no attempt to create fashion), leaving that task to Paris. the international empital of fashious; but his designs do reflect the lat-

"If your system of world fashions, emanating from a center such as Paris, did not exist," says Hutter, "it ought, in my opinion, to be invented tomorrow. Women want fashions which are fashionable everywhere. not alone in their own community or province, but as much so in San Francisco as in New York, in Lon-

don as in Nice, Paris or Vienna. "A style does not long remain exclusive in the modern world. Illustrated newspapers and periodicals. fashion magazines, motion pictures and the ready-to-wear industry, ail serve to keep the newest fashions before the eyes of women of all classes, Therefore the fashions of today are essentially democratic. The very rupidity with which fashion changes is proof of its democracy, for new styles are nothing more than a response to the demand of the exclusive

Man Begs to be Hanged

For Murder of Family

CHICAGO -Getting down on his

knees before Judge John L. Sulli-

van in criminal court, Patrick Paul

Tierney pleaded that he be hanged

for the murder of his wife and 2year-old son whom he hacked to

death with a hatchet several

months ago. Tierney said he was guilty and wanted no counsel, but Judge Sullivan informed him that he law required that he have an attorney, appointed one for him and set the trial for March 25. Tierney said he committed the murder, but he thought his wife

was going to leave him. He gave

himself up to the police the next day, voluntarily confessing.

DE MOLAY TAKES

IN SIX MEMBERS

Jake Hamon, Jr., Lucien Jones, Allen Chaffee, Gerald Cochran, Lee Webb and Chester Franklin were duly initiated in to the Ardmore Chapter. Order of DeMoiay, at the chapter's

regular meeting held at the Masonic

Temple Friday night. The election of

officers for the coming quarter, at

which time Gordon Davidson was

Brown as Senior Counsellor, while

Tom McBride received the choise of

Junior Counsellor, was a feature of

officers of the order will be appointed

he evening. Preceptors and other

by the new officers, together with the counsel of the secretary and treasurer

of the order, before the next meeting

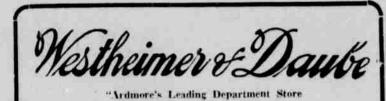
the degree work at a cost of approxi-

mately \$400, and spoke enthusiastically of the future that lies before the

selected as Master Counsellor, Gerster

Hope Bleached Domestic

Yard wide, no further comment necessary. Below millcost today. 8 yards to a customer



THE OWNER OF BRIDE AND DESIGNATE OF DESIGNATION OF

Join Our Throng of Mail Order Shoppers-Every Item Guaranteed to Give Satisfaction

STORE NEWS

McCALL PATTERNS

> -The new McCall Patterns are here.

Springtime Modes

Introducing Intriqueing Wearables for Spring



TOU have never had the opportunity to plan for Spring Dress-up Day from selections of such beautiful things to wear. The styles, the fabrics and the colors all add their share of interest.

FROCKS:

do not depend entirely on some of the new materials you will see this season for the first time; materials that have proved their worth are also here. Among the many smart models is the one of navy canton skirt with blouse of the jade of the same material and a cape of navy completes the freek.

occasion is a simple mat ter, for displays have the spice of variety. A long senson's wear ahead is the practical reason for an early selection. Swagger conts of tweed and polo and capes in every color and fabric known to the fashionable sun.

a season when you have had the choice of so many different types and there has never been a reason for wishing to possess a number of them. There are suits of twill with flying capes; others with smart box coats, all alive with richness of color.

A SPECIAL SALE OF MAVIS TALCUM

-We are offering Monday. to those who visit our tois let goods section, Mayis-Taleum Powder at

17c

Mary Garden Pace Powder 69c

in flesh, white and brunette regular \$1.00 size.

79c

Hinds Honey and Almond Cream 37c Honey and Almond Cream, regular 50c size, at

37c



SILK

GLOVES. special group of single sift, double tip gloves in black and white; worth 75c and \$1.00; psecial

59c

New Neckwear for Easter

The new Spring Neckwear has made its debut. Collars, collars and cuff sets in linen, gingham and ratine. Vestces in the newest shapes and color combinations and a beautiful assortment of lace, face vestees and lace by the yard for vestees and collars.

George Poulter, director of the Order here, made announcement of the regalia which has been purchased for

Every woman with young ideas will see to it that she owns one of these good looking tweeds. New, smart, youthful-and therefore popular for shopping, business and travel-for the vast cycle of sports wear. Several very clever models from which to choose.

Just as Smart as They are Practical

For Sport and New Spring Woolens Dress Wear

-Coming Fashions cast a shimmering reflection before them in the wonderful assortment of new Spring Woolens been collected for this week's selling at very special prices.

-Highland Plaids, 40 inches wide. You

will wonder how we can sell

Sponge Cloth, \$3.98

Sponge cloth, 56 inches in width, a soft." open spency weave. The latest material shown for capes. New stades. \$3.98 Priced very special at

Knit Tweed, \$3.19

-Knit Tweed, 56 inches in width-something different. Soft, nappy novelty knit weave. Smart patterns suitable for suits skirts, and capes. Very

them at the price.....

Highland Plaids, 98c

Silk Tricotine, \$3.59 -A soft, lustrous silk fabric, has every appearance of an all silk material, drapes beautifully and is especially suited for enpes, 56 inches wide, in black only, A \$3.59 5.00 value. special at ...

Glove Skin Plaids, \$3.19

A new shimment has just been received of these plaids. No other material has quite the finish you will find in this cloth, 56 inches wide, new

color combinations English Imported Tricotine, \$4.19

-58 inches wide, in navy only. This number has always been our best seller. at \$6,00 per yard, very special at

Special Values in Our White and Wash Goods Section

special, a yard.....

Slightly Soiled White Crochet and Satin Bed Spreads

-64x88 Crochet Red Spreads for single beds. Hemmed, closely woven and neat designs. Slightiy soiled from display and handling, \$2.95 value, special at

-12x84 Crochet Bed Spreads for twin and three-quarter beds, good quality. Scalloped and cut corners. Slightly soiled from display and handling, \$3.50 value, special at-

-80x50 Crochet and Satin Bed Spreads, plain hommed and scalloped and con corners. Slightly soiled from handling, \$4.00 and 74.50 value.

-50x20 Satin Spreads, scalloped and cut corners; stightly setted from display and handling; \$4.95. special \$2.95

Gingham and **Percale Specials**

-25c Dress Ginghams, the season's latest patterns, fast colors in endless variety. Extra special, 17c a yard.....

-25e Percales, good standard quality, in all the fancy special, a yard..... 17c and solid colors,

A REAL



SEE THEM DISPLAYED IN OUR WINDOW

Marked Remnant Price At

THEY ARE MARKED AT REGULAR SELLING PRICE-YOU PAY HALF OF THAT

Remnants for everybody, the kind you are wanting every day in the week. Good usable lengths for dresses, blouses, skirts, boys' waist, underwear, trimmings, etc. Of colored and white wash goods of every description, imported an ddomestic ginghams, percales, nainsook, domestic sheetings, curtain materials, etc.

> Be on Hand Early and Get First Choice.

ANEW ARRIVAL



-There is a special dignity and refinement about the trim one strap Slipper with Spanish heel that especially appeals after the many fancy effects of past seasons. Our display presents a Black Patent One-Strap Slipper. neatly trimmed with grey kid in cither the Spanish or boxed military heels.

\$11 Mail Orders Promptly Filled.

Jackie Coogan Clothes

-You see Jackie Coogan in rags on the screen but he is said to be the best dreased youngster in - the world off the silver sheet. We are the exclusive agents of "Jackie Coogan Clothes" in Ardmore, each suit carrying his signature.

Anybody who was alive and old enough to take notice of the sectorial doings of womankind during the prudish eighties and the modest nineties, will recall without effort the "fascinators" with which lovely woman was wont to swathe her head n winter, her shoulders in milder

weather. Fashloned of yarns both soft and otherwise-'ice wool," an especially prickly variety, was esteemed as ultra-smart-these little shawls, capes and scarfs were as essential a part of a maiden's equipment as today her many sweaters are.

Times have changed, and so have women. Today the veriest neophyte at Fashion a shrine knows too much to bundle up her head and spoil her silhouette. Hoods and head wrappings may be cosy, but they are scarcely eleturesque. And the modern girl knews that it is far more Important to be always graceful, always picturesque, than even to be beautiful.

Perhaps the eleverest idea of the jeunne fille has had this season is the fascinating scarf which is a part of her frock-a scarf that cannot be dropped or lost, that hangs, floating panel-wise, below the hem of her skirt if she chooses to ignore it, but is thrown carelessly about her throat or wrapped gracefully about her arms to sult her whim.

Manipulated by any ordinarily intelligent young person this latest scarf arrangement becomes a superfascinator which makes the memory of the 1880 type of fascinator seem about as coquettish as a nun's habit.

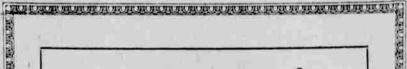
BUSINESS TRAINING UNDER ARDMORE BUSINESS COLLEGE TEACHERS WILL INCREASE YOUR CHANCES FOR A SUCCESSFUL CAREER, PHONE 613. 19-1

SIMPKINS GOES TO CLUB AT PROVENCE MONDAY.

J. W. Simpkins, county agent, will visit the Provence Club Monday. Returning to Ardmore he will conduct a farm terracing demonstration north of the city, Tuesday, going to the Graham district Wednesday, on the same mission. On Thursday, Mr. Simpkins will visit the Equal Rigts, Newport and Deese schools, and will be at Mary Niblack school,

Guardsman Pay Ready. Moines for payment for the last half of 1921 for members of Company E, Oklahoma National Guards, have been received and will be given to the boys at drill hour Friday night, Capt. F. O. McLean announces. Sev-

enty-five men are entitled to receive



of the chapter.

local Mason's sons.



"Ardmore's Leading Department Store"

FOR MONDAY AND TUESDAY

Our Entire Line

SPRING **SAILORS**





-Sailors have a rollicking, carefree air. They frame faces with shapes of flexibly constructed straw braids. The sailor is truly the business and sport Hat. Clever models of rolled brims while others are banded. Assorted colors.

Models by Vogue, Gage and Rawak.